



AIR

MY BIG VISION:

either write it here to re-connect, or brainstorm if you don't have one!

ICA(S):



ICA REVIEW:

Who were your favorite people to work with in 2024?

What does this let you know about the clients you want to work with in 2024?

Who did you not enjoy working with in 2024?

What does this let you know about clients you want to no longer attract/accept in 2024?

Are you considering changing your prices or launching new products in 2024? If so, who are the ideal clients for these offers?



AIR

ICA REVIEW:

20% of your customers make up 80% of your business...who are your 20%? If you marketed specifically to people like them, what might happen? How would that change your ICA?

NOTES:





MESSAGING PILLARS

Brand Positioning...

Write your version of this statement:
Our [offering] is the only [category] that [benefit].

Value Proposition:

Write your version of this statement:
We help X (do/get) Y (with/without/by) Z

Tagline:

a short snappy statement that encapsulates 1&2:

messaging PILLARS

PILLAR 1:

PILLAR 2:

PILLAR 3:

SUPPORTING POINT 1:

SUPPORTING POINT 1:

SUPPORTING POINT 1:

SUPPORTING POINT 2:

SUPPORTING POINT 2:

SUPPORTING POINT 2:

SUPPORTING POINT 3:

SUPPORTING POINT 3:

SUPPORTING POINT 3:

messaging PILLARS

Places my idea clients may be on their journey when they encounter my work:

What do they need to hear from me at each of these stages?

When they encounter our marketing, how do we want them to feel?
What do we want them to do?